

PRODUCT: 26 boxes of S-V-S^x *Vitamin Tablets* at Baltimore, Md.

LABEL, IN PART: (Box) "S-V-S^x Pell-Ma Brand * * * Super Vita Sparks X Vitamin B₁, B Complex and Iron Tonic 30 Tablets."

NATURE OF CHARGE: Misbranding, Section 502 (a), the conspicuous statement in the leaflet enclosed in each box, namely, "The Aristocrat of Glandular Products," and the supplementary statement, "With Hormones and Gland Extracts," were false and misleading since the article possessed no physiologic or therapeutic properties due to its content of hormones or gland extracts, and the false and misleading impression created by such representations was not exonerated by the less conspicuous labeling statement "Inactive Ingredients Androgenic Substance, from Sterols, 10 Capon Units Orchic Substance (Testes) 85.0 Mg. Prostate Gland Substance 85.0 Mg. * * * There is no scientific evidence to indicate that the Androgenic, Orchic and Prostate substances in this product have therapeutic or physiological activity."

DISPOSITION: April 19, 1949. Default decree of condemnation and destruction.

2726. Misbranding of estrogenic hormone cream. U. S. v. 176 Jars, etc. (F. D. C. No. 26641. Sample No. 2790-K.)

LABEL FILED: March 9, 1949, District of Columbia.

ALLEGED SHIPMENT: On or about October 30, 1948, and January 10, 1949, by the Everyyoung Cosmetic Co., from New York, N. Y.

PRODUCT: 176 3-ounce jars and 138 1-ounce jars of *estrogenic hormone cream* at Washington, D. C., together with a number of leaflets entitled "This Precious Cream."

LABEL, IN PART: "The Second Youth Estrogenic Hormone Cream One ounce of this Hormone Cream contains 7,500 Units of Natural Estrogenic Hormones."

NATURE OF CHARGE: Misbranding, Section 502 (a), the picture of a young woman on the jar label and the following statements on the label and in the leaflet were false and misleading since the article was not effective to accomplish the results stated and implied: (Jar label) "The Second Youth * * * Everyyoung," and (leaflet) "Helps to keep your youthful appearance * * * The Second Youth * * * Everyyoung * * * Look Younger and More Attractive Day by Day * * * It helps to stimulate undernourished skin; it helps to erase eyelines, large pores and skin impurities, brings back fresh and youthful glow to faded face and neck."

DISPOSITION: April 5, 1949. Default decree of condemnation and destruction.

2727. Misbranding of Alapex. U. S. v. 11 Bottles, etc. (F. D. C. No. 26624. Sample No. 46579-K.)

LABEL FILED: February 28, 1949, Western District of Pennsylvania.

ALLEGED SHIPMENT: On or about October 30, 1948, and January 6 and February 11, 1949, by Algo Products, Inc., from Cleveland, Ohio.

PRODUCT: 11 1-pint bottles and 31 4-ounce bottles of *Alapex* at Pittsburgh, Pa., together with a number of display cards entitled "Ask About Alapex" and circulars entitled "Let's be Honest About Checking Falling Hair, Making Hair Grow." Analysis showed that the product consisted essentially of salicylic acid, thymol, and resorcinol monoacetate dissolved in alcohol and water.

LABEL, IN PART: "Alapex for the Scalp."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the display cards and in the circulars were false and misleading since they

represented and suggested that the article was effective in the treatment of falling hair, baldness, and dandruff. The article was not effective for such purposes.

DISPOSITION: March 30, 1949. Default decree of condemnation and destruction.

2728. Misbranding of Magnetic Teething Necklace. U. S. v. 5 Dozen * * *
(F. D. C. No. 26429. Sample No. 16907-K.)

LABEL FILED: January 26, 1949, Eastern District of Wisconsin.

ALLEGED SHIPMENT: On or about November 12 and December 21, 1948, by Wm. H. Wexelberg & Co., from Chicago, Ill.

PRODUCT: 5 dozen devices known as *Magnetic Teething Necklace* at Milwaukee, Wis. Included with the devices was a circular entitled "This Is Not A Humbug." Examination showed that the device consisted of velvet covered strips of steel with ribbon at the ends for tying.

NATURE OF CHARGE: Misbranding, Section 502 (a), the pictures of a smiling baby wearing the necklace and a crying baby without the necklace, appearing in the labeling of the device, and the following statements in the labeling, together with similar statements in a foreign language, were false and misleading since the device was not effective in the treatment or prevention of the conditions stated and implied: (Carton) "The Magnetic Teething Necklace prevents children suffering during the teething period. Don't give your babies injurious medicines, but put one of our efficacious magnetic necklaces around baby's neck to be worn day and night, and you will be surprised at the results. It not only exerts a healthful influence on the growing teeth but imparts a beneficial effect on the whole system" (and circular) "This Is Not a Humbug. The Magnetic Teething Necklace the only genuine, original teething necklace Acts quickly, gently, stops pain safely. Prevent those sleepless nights * * * In weak and delicate children, on the other hand, the tooth penetrates the gums with difficulty, the infant becomes feverish and restless, and the most serious consequences may ensue. There is intense pain and swelling of the gums and the digestive organs become deranged. Various remedies have been recommended to relieve the pain during this trying period. Nothing has, however, proved so efficacious as the Magnetic Teething Necklace manufactured by us, which has obtained a wide reputation, and in the most distinguished circles. * * * When the child shows the first symptoms of teething, one of the necklaces is simply to be tied around its neck, and to be worn day and night. Not only will it exert an influence upon the growing teeth, but it will have a highly beneficial effect upon the system generally, and many of the sad consequences mentioned above will be averted by its simple means. * * * The Magnetic Teething Necklace 'I almost lost my baby girl when she was cutting teeth until I found your wonderful Necklace * * *' the Magnetic Teething Necklace has been a wonderful help so I am sending for another one' * * * 'They act like magic on a cross baby' * * * 'I used one for my boy and he had no trouble at all in getting his teeth. Now I want one for my baby girl' * * * For Baby's Sake * * * always have one of our Magnetic Teething Necklaces handy during the teething period. It is easier to prevent than to cure!"

DISPOSITION: February 21, 1949. Default decree of condemnation and destruction.